

# Business Development Workshops

## MARCH - APRIL 2010 WORKSHOP SCHEDULE

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### MARCH

#### **SOMWBA INFORMATION SESSION**

**Tuesday, March 9, 2010 10:00 a.m.-12:00 p.m.**

**FREE TO ALL**

**Presented by the State Office of Women and Minority Business Assistance**

This free Certification Information Session by the State Office of Minority and Women Business Assistance (SOMWBA) will present the requirements for state certification of minority (MBE) and the woman business enterprises (WBE). To register contact the State Office of Minority and Women Business Assistance at (617) 973-8692 or [http://www.somwba.state.ma.us/WorkShop/xss\\_main.aspx?workshopid=1](http://www.somwba.state.ma.us/WorkShop/xss_main.aspx?workshopid=1)

#### **WEB BASED BUSINESS DEVELOPMENT**

**Wednesday, March 10, 2010 8:00 a.m. – 11:00 a.m.**

**Presented by the Center for Women and Enterprise.**

Learn the basic tools and knowledge to set up an internet-based business or how to expand your current business on the web. Topics include: selecting and registering a business domain, what is a web host and why it is necessary, how to receive online payments, the use of shopping carts and internet marketing.

FREE TO ELIGIBLE CAMBRIDGE RESIDENTS AND BUSINESS OWNERS, \$20 FOR OTHERS

#### **MASSACHUSETTS DEPARTMENT OF REVENUE'S SMALL BUSINESS TAX WORKSHOP**

**Tuesday, March 16, 2010 10:00 a.m.-12:00 p.m.**

**FREE TO ALL**

**Presented by Brian Lynch, Massachusetts Department of Revenue**

This workshop is designed for the tax novice. Topics include registering your business with the DOR, meeting employer responsibilities, reporting business income, filing sales and use tax returns, sales tax responsibilities and more. Contact the Department of Revenue at (617) 877-5660 or register at: <http://dorapps.dor.state.ma.us/SmallBWR/upcome/home.asp>.

#### **IS YOUR BUSINESS PROFITABLE? UNDERSTANDING YOUR BUSINESS' FINANCIAL HEALTH**

**Wednesday, March 24, 2010 8:30 a.m. – 10:30 a.m.**

**Presented by the Center for Women and Enterprise.**

Participants will look at examples of profit and loss and cash flow statements to understand the health of a business. Learn how to decide what measures need to be taken to make their business more viable, such as hiring/reducing employees, cutting costs, selling or increasing inventory.

FREE TO ELIGIBLE CAMBRIDGE RESIDENTS AND BUSINESS OWNERS, \$20 FOR OTHERS

#### **ADVANCED SOCIAL MEDIA MARKETING WORKSHOP**

**Wednesday, March 31, 2010 8:30 a.m. – 10:30 a.m.**

**FREE TO ALL**

**Presented by Clearly Creative.**

This workshop will go beyond the basics and discuss Facebook, Twitter and LinkedIn and ways to use these sites to engage customers, promote events and promotions and market your business. The initial presentation will wrap up with a Q&A session, followed by an interactive workshop to show you how to use the tools you learned. Every participant is invited to bring a laptop for the workshop portion of the session where social media experts will assist you with your online profile on the social media sites of your choosing.

## **ADVANCED RETAIL MARKETING BEST PRACTICES, Advanced learning for experienced retailers**

**Wednesday, April 7, 2010 8:30 a.m. - 11:30 a.m.**

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The retail environment is always in flux dependent on fashion, the economy, and a shifting competitive climate. This 3-hour workshop, presented by marketing, communications and customer experience experts, will focus on developing a clear marketing strategy for your business using the latest communications tools and tactics and will conduct in-class constructive critiques of your real world marketing practices, helping you take your business to the next level. Pre-registration is required: contact Elaine Madden at (617)349-4618 or [emadden@cambridgema.gov](mailto:emadden@cambridgema.gov) or Rona Holmes at (617)349-4637 or [rholmes@cambridgema.gov](mailto:rholmes@cambridgema.gov).

AVAILABLE FREE OF CHARGE FOR CAMBRIDGE RETAILERS, RESTAURATEURS AND STOREFRONT SERVICES BUSINESSES WHO HAVE PREVIOUSLY COMPLETED THE BEST RETAIL PRACTICES PROGRAM, PARTS I AND II; \$20 FOR OTHERS.

## **ADVANCED MARKETING TECHNIQUES**

**Tuesday, April 13, 2010 8:30 a.m. – 10:30 a.m.**

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**Presented by the Center for Women and Enterprise.**

Participants will learn how to assess their current marketing strategies. Learn about media contacts, internet marketing and when to rebrand. Participants are strongly encouraged to bring their marketing strategies to class for feedback.

FREE TO ELIGIBLE CAMBRIDGE RESIDENTS AND BUSINESS OWNERS, \$20 FOR OTHERS

## **FACE-TO-FACE NETWORKING EVENT**

**Thursday, April 22, 2010 8:30 a.m. – 10:30 a.m.**

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FREE TO ALL

**Presented by Inner City Entrepreneurs.**

Networking is key ingredient to a successful business. This event is split into two sections – the first portion is an overview and practice of your elevator pitch and the second portion will be a chance for business owners to network. Bring your business cards!

## **MORE INFORMATION**

### **WORKSHOP LOCATIONS**

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**UNLESS OTHERWISE NOTED IN WORKSHOP DESCRIPTION - Workshops will be held at:**  
Cambridge City Hall Annex, 344 Broadway, 2nd floor Community Room, Cambridge

### **REGISTRATION & FEE INFORMATION**

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**All workshops are FREE for income eligible Cambridge participants unless otherwise noted.**

Non income-eligible participants may pay a small fee per workshop upon attendance.

**To pre-register and determine your eligibility status,** please call Rona Holmes at 617-349-4637 or Pardis Saffari at 617-349-4654.

**To learn more about the City of Cambridge's business development workshops, visit:**  
<http://www.cambridgema.gov/cdd/ed/>.

## **SPONSORED BY**

**CITY OF CAMBRIDGE** ■ Community Development Department ■ Economic Development Division